

Message Text

UNCLASSIFIED

PAGE 01 BONN 04179 01 OF 02 091359Z
ACTION EUR-12

INFO OCT-01 ISO-00 SP-02 USIA-15 AID-05 EB-08 NSC-05
TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00 INR-07
NSAE-00 /076 W
-----091416Z 086300 /41

R 091347Z MAR 77
FM AMEMBASSY BONN
TO USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART
INFO SECSTATE WASHDC 6291
USDOC WASHDC
AMEMBASSY BERN
AMEMBASSY VIENNA

UNCLAS SECTION 01 OF 02 BONN 04179

FRANKFURT PASS TO USTS

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: FOREIGN BUYERS PROGRAM (FBP)

REF: UNCLAS BONN 03774 (NOTAL)

1. AT POSTS' REQUEST, DATE HAS BEEN CHANGED FOR
MEETING PROPOSED REFTEL. WILL NOW BEGIN 1100 HOURS,
FRIDAY, MARCH 25 IN EMBASSY E-C CONFERENCE ROOM
(NUMBER 2030). ANTICIPATE THAT, AFTER BREAK FOR LUNCH
AROUND 1300, MEETING WILL CONCLUDE NO LATER THAN 1600.

2. AGENDA WILL INCLUDE:
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 04179 01 OF 02 091359Z

A. GENERAL REVIEW OF DEVELOPMENTS SINCE FEBRUARY
28 MEETING IN FRANKFURT.

B. FLESHING OUT CONCEPT OF POST CO-MANAGER ROLE ON
BASIS OF EXPERIENCE TO DATE.

C. USTS REVIEW OF CAPACITIES OF MAJOR TRAVEL AGENTS

IN FRG TO SUPPORT FBP AND ADVICE ON HOW MISSION SHOULD
PROCEED IN DEALING WITH AGENTS.

D. INTRODUCTION TO CO-MANAGERS OF REPRESENTATIVE OF
HAPAG-LLOYD TRAVEL BUREAU (FRANKFURT) TO REACH GENERAL
AGREEMENT ON MODE OF COOPERATION.

E. REPORTS BY INDIVIDUAL CO-MANAGING POSTS ON
STATUS OF THEIR EVENT.

3. AS RESULT OF USTS SURVEY AND DIRECT CONTACT BY POSTS
WITH TRAVEL AGENTS (REFTEL), IT MAY BE POSSIBLE AND
APPEARS DESIRABLE FOR CO-MANAGERS TO AGREE PRIOR TO
MARCH 25 MEETING THAT IN ALL OR MOST CASES (AT LEAST IN
FY 77 AND 78) MISSION SHOULD WORK PRIMARILY WITH HAPAG-
LLOYD (H-L). FOR H-L HAS ALREADY DEVELOPED SALES CAM-
PAIGNS FOR 14 US FAIRS FROM NOW THROUGH FY 78, IN-
CLUDING ALL FIVE WE PLAN GIVE RED CARPET TREATMENT. SO
FAR WE KNOW OF NO RPT NO OTHER TRAVEL AGENT GIVING SUCH
HIGH PRIORITY TO OR SO WELL ORGANIZED TO SUPPORT FBP.
ONE SLIGHTLY AWKAWARD ADMINISTRATIVE ASPECT OF DEALING
WITH H-L BY CO-MANAGERS OTHER THAN FRANKFURT IS FACT
THAT, ACCORDING H-L FRANKFURT, COMPANY'S ENTIRE GROUP-
TRAVEL EXPERTISE IS BASED IN FRANKFURT. H-L FRANKFURT
HAS AGREED WORK WITH CO-MANAGING POSTS OUTSIDE FRANKFURT
BUT HAS ASKED THAT --IN ORDER TO AVOID CONFUSION-- FOR
ANY GIVEN EVENT, H-L FRANKFURT NOT RPT NOT DEAL DI-
RECTLY WITH MORE THAN ONE DESIGNATED FS POST.

UNCLASSIFIED

UNCLASSIFIED

PAGE 03 BONN 04179 01 OF 02 091359Z

4. FYI: AMEMBASSIES BERN AND VIENNA HAVE BEEN IN TOUCH

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 BONN 04179 02 OF 02 091359Z

ACTION EUR-12

INFO OCT-01 ISO-00 SP-02 USIA-15 AID-05 EB-08 NSC-05
TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00 INR-07

NSAE-00 /076 W

-----091416Z 086302 /42

R 091347Z MAR 77

FM AMEMBASSY BONN

TO USMISSION USBERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

INFO SECSTATE WASHDC 6292

USDOC WASHDC

AMEMBASSY BERN

AMEMBASSY VIENNA

UNCLAS SECTION 02 OF 02 BONN 04179

WITH BONN ABOUT FBP AND ARE EAGER TO FIND WAYS IN WHICH
POSTS IN ALL THREE GERMAN-SPEAKING COUNTRIES CAN WORK
TOGETHER TO MAKE FBP A SUCCESS. WE HAVE PROMISED TO
KEEP BERN AND VIENNA INFORMED AS OUR PLANS BECOME FIRM.

5. IN PREPARING FOR MARCH 25 DISCUSSION OF CO-MANAGER
ROLE, POSTS, IN ADDITION TO PROPOSALS REFTEL PARA SEVEN,
SHOULD CONSIDER WHETHER GAME PLAN DEVELOPED BY CO-
MANAGING POST SHOULD ALSO INCLUDE PRELIMINARY
IDENTIFICATION OF TARGET BUYER GROUPS TO BE RECRUITED,
IN ORDER GIVE INITIAL BOOST TO OTHER POSTS IN DEVELOPING
CONCRETE ADAPTATION OF GAME-PLAN TO THEIR COMMERCIAL
DISTRICTS.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BONN 04179 02 OF 02 091359Z

6. ACTION REQUESTED:

(A) ALL POSTS REQUESTED TO INDICATE WHETHER THEY
WILL ATTEND MARCH 25 MEETING;

(B) FY 78 EVENT CO-MANAGERS INDICATE WHETHER YOU
FORESEE INSUPERABLE DIFFICULTIES WORKING WITH H-L ALONG
LINES SKETCHED PARA THREE ABOVE AND WHETHER YOU HAVE
FOUND OTHER TRAVEL AGENTS WITH BETTER SUPPORT POSTURE;

(C) CO-MANAGERS PLANNING ATTEND MEETING; BE PRE-
PARED GIVE FIVE MINUTE STATUS REPORT ON YOUR EVENTS;

(D) ALL POSTS FEEL FREE COMMENT ON AGENDA AND

SUGGEST ADDITIONAL TOPICS. STOESSEL

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 09-Mar-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977BONN04179
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770081-0161
Format: TEL
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770379/aaaacrrs.tel
Line Count: 171
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 686b5ebb-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 19-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3166543
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYERS PROGRAM (FBP)
TAGS: BEXP, GE
To: USBERLIN BREMEN
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/686b5ebb-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009